

CLAIMS

What is claimed is:

- 1 1. A method comprising:
 - 2 adding a category from a first set of broadcasted programs to a second set of categories of
 - 3 broadcasted programs in response to a selecting of the category from the first set
 - 4 or a broadcasted program viewing device being tuned, for a period of time at least
 - 5 equal to a first predetermined threshold, to at least one broadcasted program
 - 6 predetermined to be in the category from the first set;
 - 7 determining a demographic profile based on the second set; and
 - 8 selecting a first advertisement based on the demographic profile.
- 1 2. The method of claim 1, further comprising:
 - 2 displaying the first advertisement with an interactive programming guide.
- 1 3. The method of claim 1, further comprising:
 - 2 transmitting the second set to a unit at a head end of a broadcasting system.
- 1 4. The method of claim 1, further comprising:
 - 2 receiving a set of advertisements including the first advertisement.
- 1 5. The method of claim 1, further comprising:
 - 2 removing a category from the second set in response to a selecting of the category from
 - 3 the second set or the broadcasted program viewing device not being tuned, for a

4 period of time at least equal to a second predetermined threshold, to at least one
5 broadcasted program predetermined to be in the category from the second set.

1 6. The method of claim 1, further comprising:
2 verifying the adding of the category from the first set to the second set.

1 7. A machine-readable medium that provides instructions that, when executed by a
2 machine, cause the machine to perform operations comprising:
3 adding a category from a first set of broadcasted programs to a second set of categories of
4 broadcasted programs in response to a selecting of the category from the first set
5 or a broadcasted program viewing device being tuned, for a period of time at least
6 equal to a first predetermined threshold, to at least one broadcasted program
7 predetermined to be in the category from the first set;
8 determining a demographic profile based on the second set; and
9 selecting an advertisement based on the demographic profile.

1 8. The machine-readable medium of claim 7, wherein operations further comprise:
2 displaying the advertisement with an interactive programming guide.

1 9. The machine-readable medium of claim 7, wherein operations further comprise:
2 transmitting the second set to a unit at a head end of a broadcasting system.

1 10. The machine-readable medium of claim 7, wherein operations further comprise:

2 receiving a set of advertisements including the first advertisement.

1 11. The machine-readable medium of claim 7, wherein operations further comprise:
2 removing a category from the second set in response to a selecting of the category from
3 the second set or the broadcasted program viewing device not being tuned, for a
4 period of time at least equal to a second predetermined threshold, to at least one
5 broadcasted program predetermined to be in the category from the second set.

1 12. The machine-readable medium of claim 7, wherein operations further comprise:
2 verifying the adding of the category from the first set to the second set.

1 13. A system comprising:
2 a first unit to select a first advertisement based on a demographic profile based on a
3 second set of categories of broadcasted programs to which a category from a first
4 set of categories of broadcasted programs was added in response to a selecting of
5 the category from the first set or a broadcasted program viewing device being
6 tuned, for a period of time at least equal to a first predetermined threshold, to at
7 least one broadcasted program predetermined to be in the category from the first
8 set; and
9 a second unit coupled with the first unit to determine the demographic profile based on
10 the second set.

1 14. The system of claim 13, further comprising:

2 the broadcasted program viewing device coupled with the first unit to display the first
3 advertisement with an interactive programming guide.

1 15. The system of claim 13, wherein the second unit is located at a head end of a
2 broadcasting system.

1 16. The system of claim 15, wherein the first unit is to transmit the second set to the
2 second unit.

1 17. The system of claim 15, wherein the first unit is to receive a set of advertisements,
2 including the first advertisement, from the second unit.